WELCOME!

• Please sign in
• Cell phones and other devices

Workshop Overview
Artist Trust Overview
Artists on the Internet 101
  Getting Started
Your online Presence
  Creating a Home base
  Networking
  Listening
  Podcast and Video
  Email
  Administrative Tools

Artist on the Internet 101

Getting Started

PROFESSIONAL RESOURCES
Social Networking:
Facebook
www.facebook.com/ArtistTrust
I Am an Artist Blog:
www.artisttrust.blogspot.com
Twitter
Username: artisttrust
Getting Started

Get Help Using the Computer/Internet

- Public Libraries
  - Tacoma Public Library
    (http://www.tpl.lib.wa.us)
- Community Centers
- Community Colleges or Universities
- Organizations
  - Tacoma Goodwill
    (http://tacomagoodwill.org/programs/career-services/)

Vision

- Be clear in your vision as an artist.
- What does your future look like?
- Goals? Set goals for where you want to be in 3 years, then 5 years, then 10.
- Remember to revisit those goals often.

*Goals help you to keep track of your progress, how far you’ve come and where you are headed.*

Getting Started

Documentation of your art

- Quality images/work samples.
- GraphicConverter for Mac www.lemkesoft.com
- GIMP for PC & Mac X www.gimp.org
- Aviary for web www.aviary.com

You need to be able to write about your work

- Writing about work can be difficult for some people. Look at examples or hire assistance. www.artisteyesstudio.com

Getting Started

Professional Portfolio - Digitized

- Resume
- Artist statement
- Artists bio
- Images / work sample
- Image list / work sample description
- Supplemental materials
Copyright & Contract:
- You own the rights to your work automatically.
- Prioritize your concerns about being on the internet
- Terms of Use

http://creativecommons.org
Offers a suite of copyright “options”.

YOUR ONLINE PRESENCE

Things to Consider:
- It’s about sharing – What do you want to share?
- Make it an extension of your real world plan
- Include real world relationships as an outcome/goal

ONLINE PRESENCE

Things to Consider:
- Think “Big Picture” (Comprehensive plan)
- Create a Voice (authentic/consistent/authoritative)
- It’s about dialogue-keep it positive/constructive
- Build reciprocal relationships
Things to Consider:
- Create and maintain contact lists – get started!
- Time management – have a plan and a timer
- Allow time for maintenance – website and blog
- Remember to check terms of use

Be good to yourself:
- Identify when you get frustrated and step back
- Use the HELP menu – it’s there for a reason
- Create situations where you can make mistakes - practice

Be good to yourself:
- Hone your Google Skills
  - Keywords (use appropriately-use quotes etc)
  - Search for tutorials
  - Find forums
  - Practice and TAKE CONTROL!
- Remember that you’re human. You can’t do it all. But you can look at the available options and prioritize. Figure out what is the best use of your time at any moment.

What might an plan look like?

Create an online Home/Hub

- Website
- Blog
  - Online Galleries
- Web Journals
- Online Registries

Website Building

- Information Structure
  - homepage
  - Portfolio – Your work
  - Statement/Bio page (including downloadable)
  - Resume (including downloadable)
  - Contact page
  - Reviews
Google offers a wide range of free services including a quick and easy template format for creating websites. There are many ways now to create websites.

Website Building
Check for online tutorials
• www.howstuffworks.com
• www.easysiteguide.com
• www.howtodothings.com
• www.eHow.com

Check our website for services and tutorials

Blog Building
• Keep it professional
• Keep comments open
• Circle of support
• Stay on topic (focused and yet unique)
• Look at examples (www.technorati.com)
• Template vs Package

Help folks find you:
• Use tags & keywords especially on your homepage
• Use web analyzing tools
• Submit your site to search engines
  Google: http://www.google.com/addurl/
  Yahoo!: http://search.yahoo.com/info/submit.html
  MSN: http://www.bing.com/docs/submit.aspx

Help folks stay interested:
• Update at least every 6 months
• Understand your site: why are folks visiting?
• Make it a pedestal for your work
• 3c’s
  • Compelling
  • Concise
  • Clear

Blogger
www.blogger.com
Blogger. You can create a free blog here!

www.youtube.com/bloggerhelp
Word Press
www.wordpress.com
Create free blogs. Geared more towards literary.

Ning
www.ning.com
Ning is an example of a popular social networking site.
Others:
facebook.com
myspace.com
tumblr.com
posterous.com

Flickr
www.flickr.com
Flickr offers a hosting site for photography/video
Photostreams

Twitter
www.twitter.com
Twitter – a microblogging site - offers quick communication using 140 characters or less.

Biznik
http://biznik.com
Biznik is an example of a business social networking site.

ONLINE PRESENCE
Networking
- Social Networking Sites
- Bookmarking sites
- Hosting sites
- Web Journals
- Online Registries
- Online Galleries
- Web Journals
Online Galleries, Registries, Hosting, Marketplaces

Research / Ask questions:
- How does the site sell itself and to whom?
- How many artists use their service?
- How does the site classify its artists?
- How much art do they sell in a month or year?
- Do they charge or is there a commission?

Contact other artists on the site.

Web linking / Associate Memberships

ArtistsRegister.com
http://artistsregister.com

ArtistsRegister.com is a national juried registry created by WESTAF. It is a subscription based site. They also provide an opportunities page and a great email newsletter. WESTAF is also a leader in establishing online submission technologies and services.

absolutearts.com
www.absolutearts.com

absolutearts.com is an example of a portfolio hosting service that offers services on three different levels including free. They also produce an electronic newsletter that includes calls for art, industry updates and featured portfolios.

www.qfolio.com
www.artindustri.com

artshow.com
www.artshow.com

Artshow.com is an example of a juried online gallery.

http://papernstitch.com/

Example of an online artist market.

Etsy.com

Write Habit
www.writehabit.org

Write Habit provides list of journals including electronic journals.
Example of an online literary arts community.

A social networking site for film folks

hostbaby offers web hosting for musicians. Services include, email service, blogs, calendar, streaming audio and much more. hostbaby is part of a larger online organization that also offers:
- www.cdbaby.com
- www.cdbaby.net
- www.cdbaby.org
- www.filmbaby.com
For independent artists.

Artdish is an example of a northwest online arts community.

TPS is a consortium of theatres and individual artists in the Puget Sound region. Members include actors, directors, designers, stage managers, technicians, and theatre administrative staff.

Arts NW offers a virtual exhibition hall.
Delicious
www.delicious.com
Bookmarking site - save and share web pages.

LISTSERVS
Art Found List
www.artistsfoundation.org
Performers Callboard
www.performerscallboard.com
Seattle DanceNet
www.seattledancenet.org
TacomaArt
tacomaArt@cityoftacoma.org

Google alerts
http://www.google.com/alerts
- Use rules (folders) to keep from cluttering up your mailbox.

LISTSERVS
Create your own online communities!

LISTSERVS
Podcasts and Video
- Equipment
- Software

ONLINE PRESENCE
Listening
- RSS feeds (rss, xml)
- Google Alerts
- Listservs

Best way to learn is to subscribe and give it a go
www.youtube.com
You Tube offers video hosting.
They also offer many contests.

www.itunes.com
Example of a podcast hosting site.

Email
- Use a service!

Email
- What to send out
  - Is it newsworthy and can folks participate
When
  Tuesday – Thursday
What
  Who, What, When, Where, Why and How

If you do use your own service
- Subject line: Mary Artist at Art Gallery
- Use BCC with you as the TO (never TO)
- Or create group lists with generic titles
- Send out 25 at a time max
- Mind the limits of your service

Email and newsletter service.
campaigner.com
icontact.com
marketvolt.com
streamsend.com
patronmail.com
mailchimp.com
Administrative Tools
Online task management tools
Getting Things Done (GTD)

Questions?